

ACE 2018 Show Specials



ACE BUYING POWER AT ITS BEST

What drives operators to attend ACE? It's the opportunity to capitalize on savings that they can't get unless they attend the convention and visit the exhibitors **on the trade show floor**.

Exhibitors, **you** want operators on the trade show floor. Give them a reason to take the time to register and attend ACE.

We encourage you to provide a show special to entice buyers...**DO NOT** release your show specials prior to ACE – this will defeat the purpose of “show specials.”

DO NOT allow your “show specials” to be sold following ACE, unless the operator was actually in attendance.

Will this entice buyers to the exhibit show floor on Friday & Saturday - October 12 & 13? **YOU BET** it will! Make this Show Special effective – **EVERYONE PARTICIPATE!**

Questions? Contact info@AtlanticCoastExpo.com